BIG

ACME

JULY

50¢

CHAMPION salutes THEM

Now the BIG View in COLOR

(TWO-PAGE CENTER SPREAD)

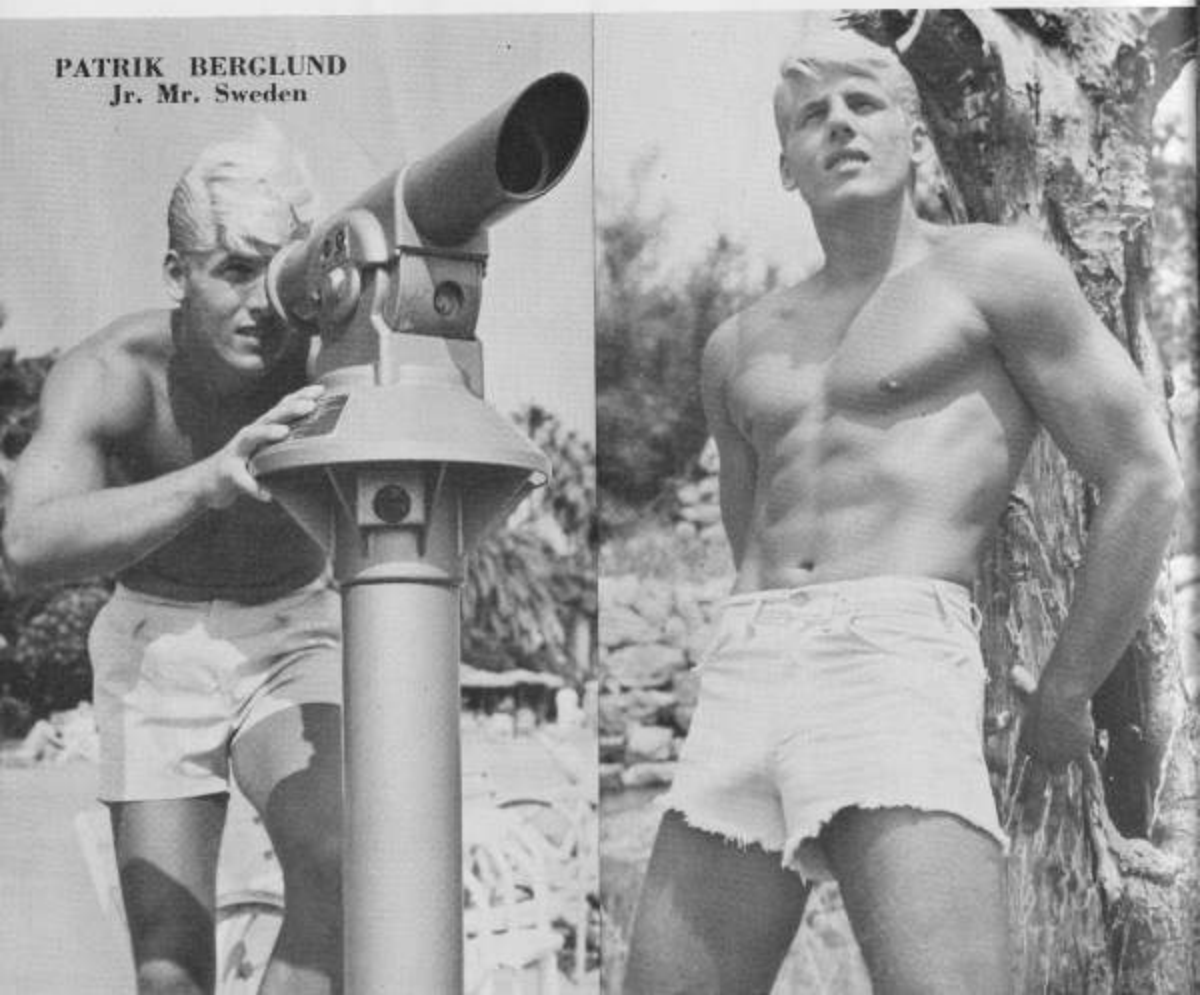
For this issue all the pictorial captions have been drawn from the operetta libretti and "Bab Ballads" of W. S. Gilbert.

Incongruous as may seem the association of Gilbert's name with our publication, this master of irony might well have relished the incongruity. Gilbert was always looking for humor in surprising places. You may find that his lyrics take on added humor in this, the most unexpected context of all.

The following quatrain, with gender altered, may serve as our theme-song:

Quaff the nectar — cull the roses —
Bashful girls will soon be plenty!
Maid who thus at fifteen poses
Ought to be divine at twenty!

— **Utopia, Limited,** Act I



VOL. 4, NO. 2 JULY, 1965

Eye of the ARTIST

Eye of the BEHOLDER

Eye of the CAMERA

THE BIG VIEW

BIG's point of view should serve to inspire the young men of this nation to keep physically fit through healthful indoor and outdoor activity.

BIG is published bi-monthly (every other month) by WALJIM ENTERPRISES, INC., Box 3255, Grand Central Station, New York 17, N.Y. Subscription rates are $5.00 for 12 issues sent to you by sealed first class mail in plain wrapper. Foreign readers (except Canada and Mexico) please add $2.00 to the above rates. All photos, manuscripts and art submitted to BIG become the property of BIG and submission of material will be construed as permission to publish same without any further correspondence.

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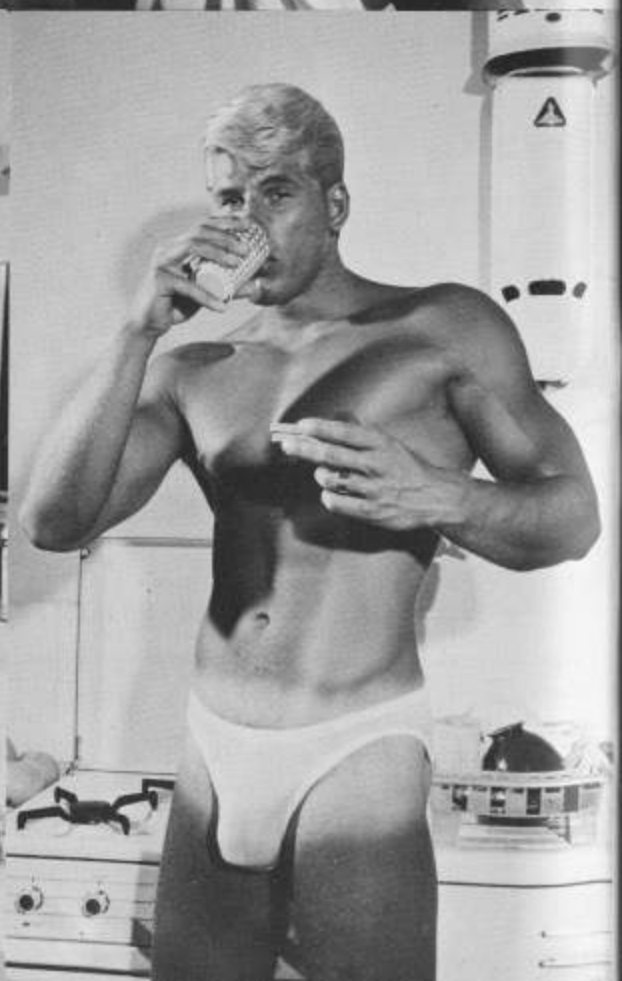
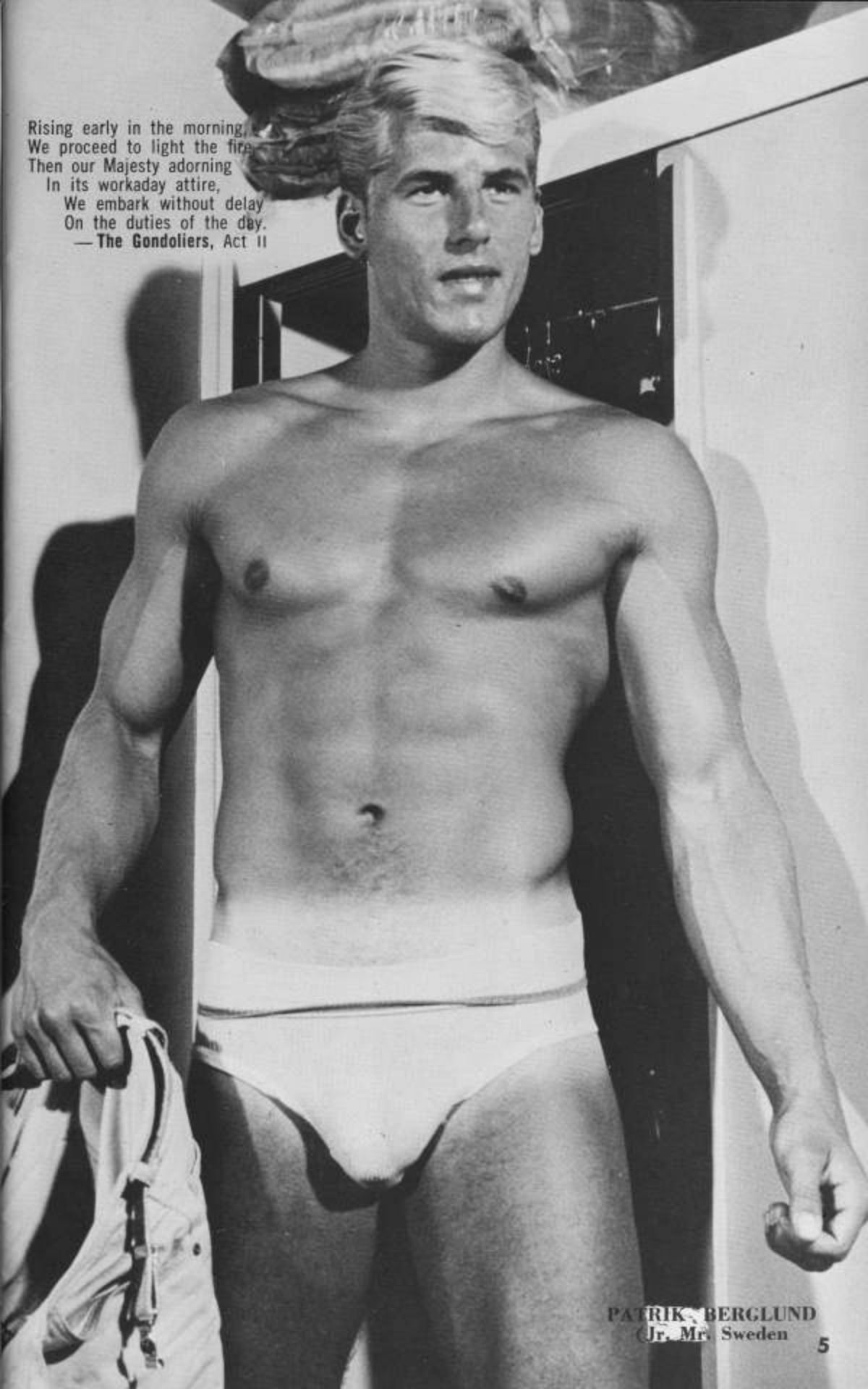
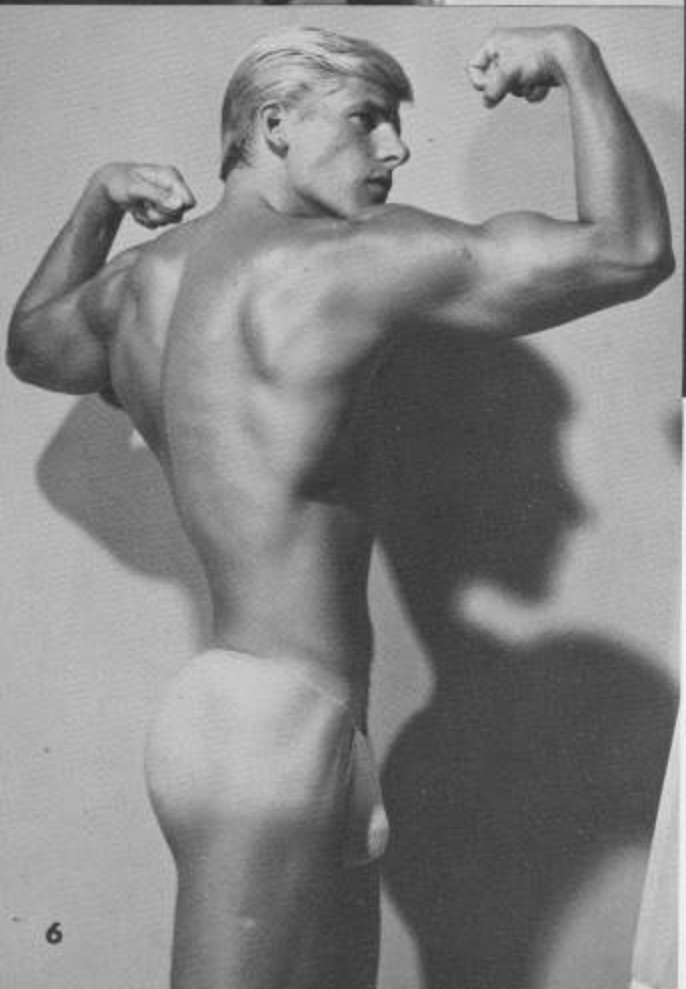


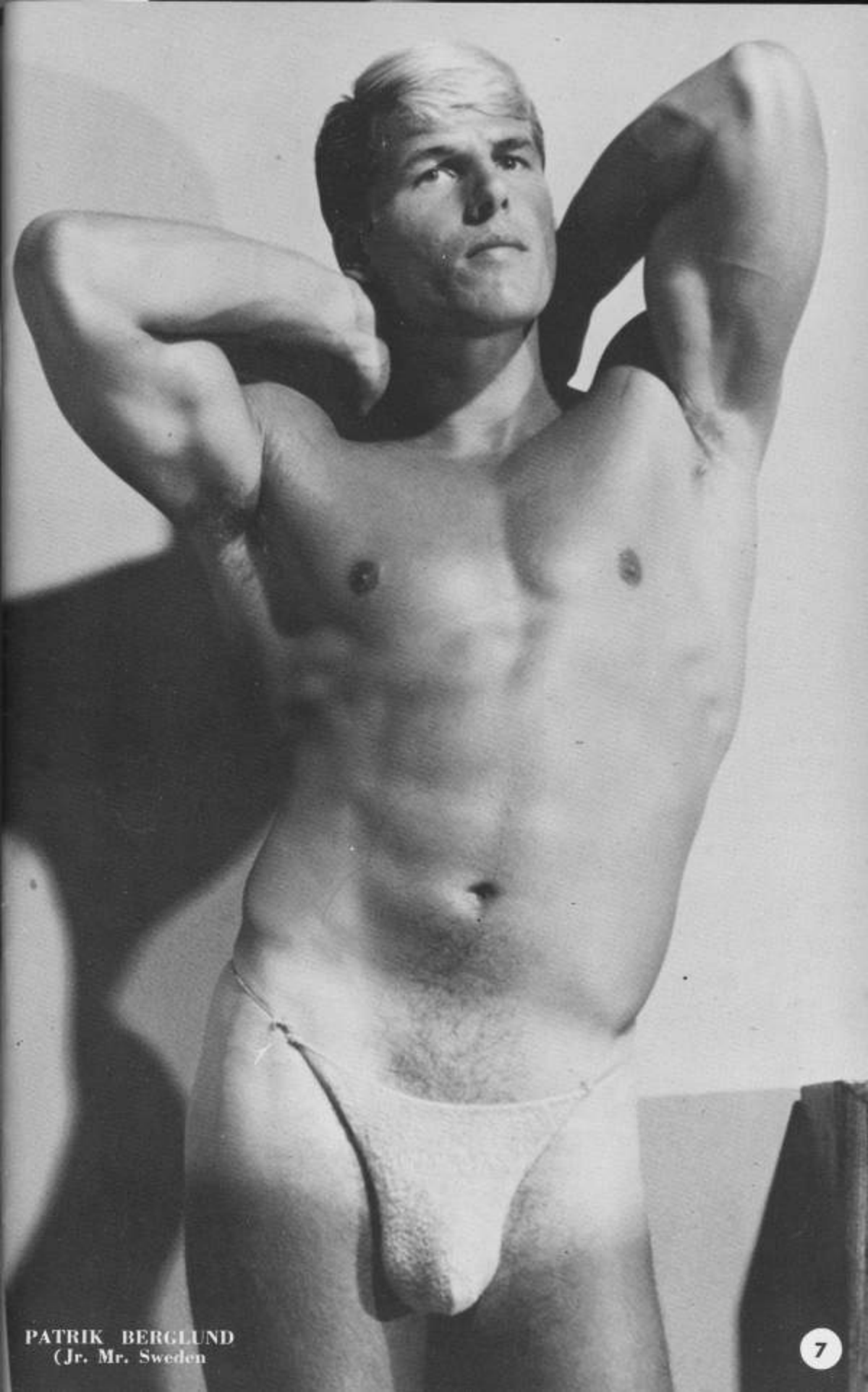
Rising early in the morning,
We proceed to light the fire
Then our Majesty adorning
In its workaday attire,
We embark without delay
On the duties of the day.
—**The Gondoliers,** Act II



PATRIK BERGLUND
Jr. Mr. Sweden



I see with a silent awe,
In this faultless form allied
The exquisite grace
Of a royal race,
And the glory of knightly pride.
—**His Excellency,** Act I



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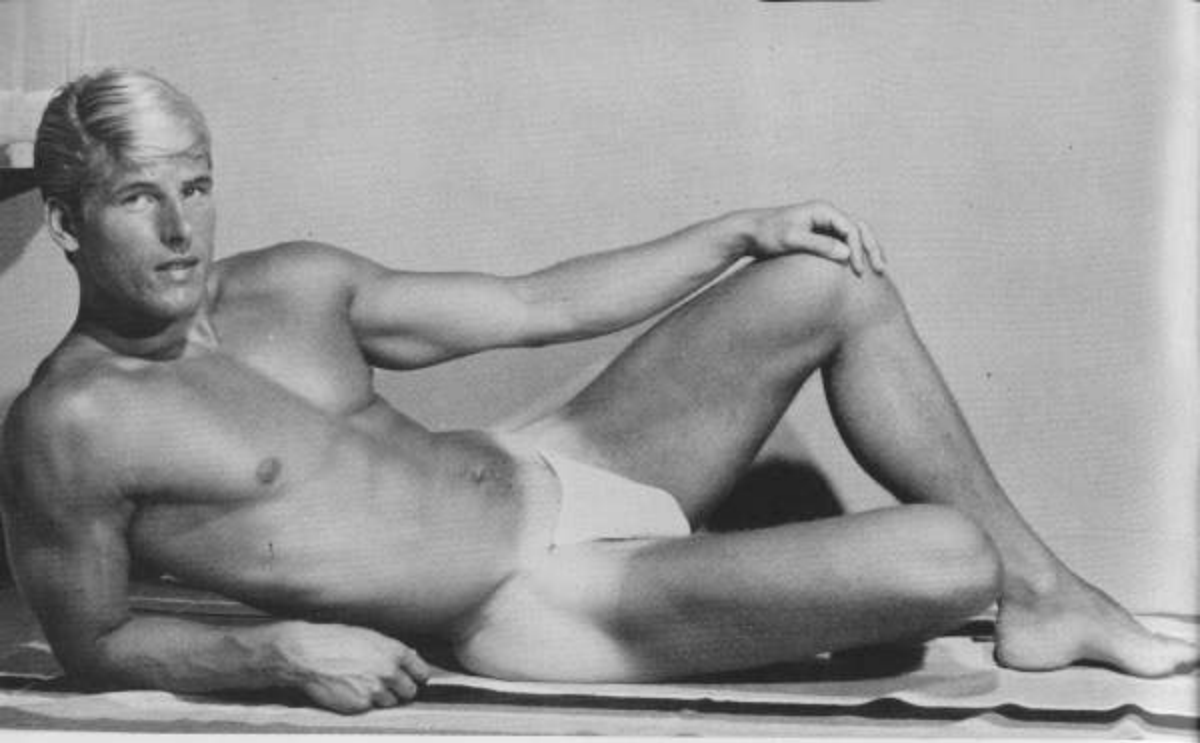
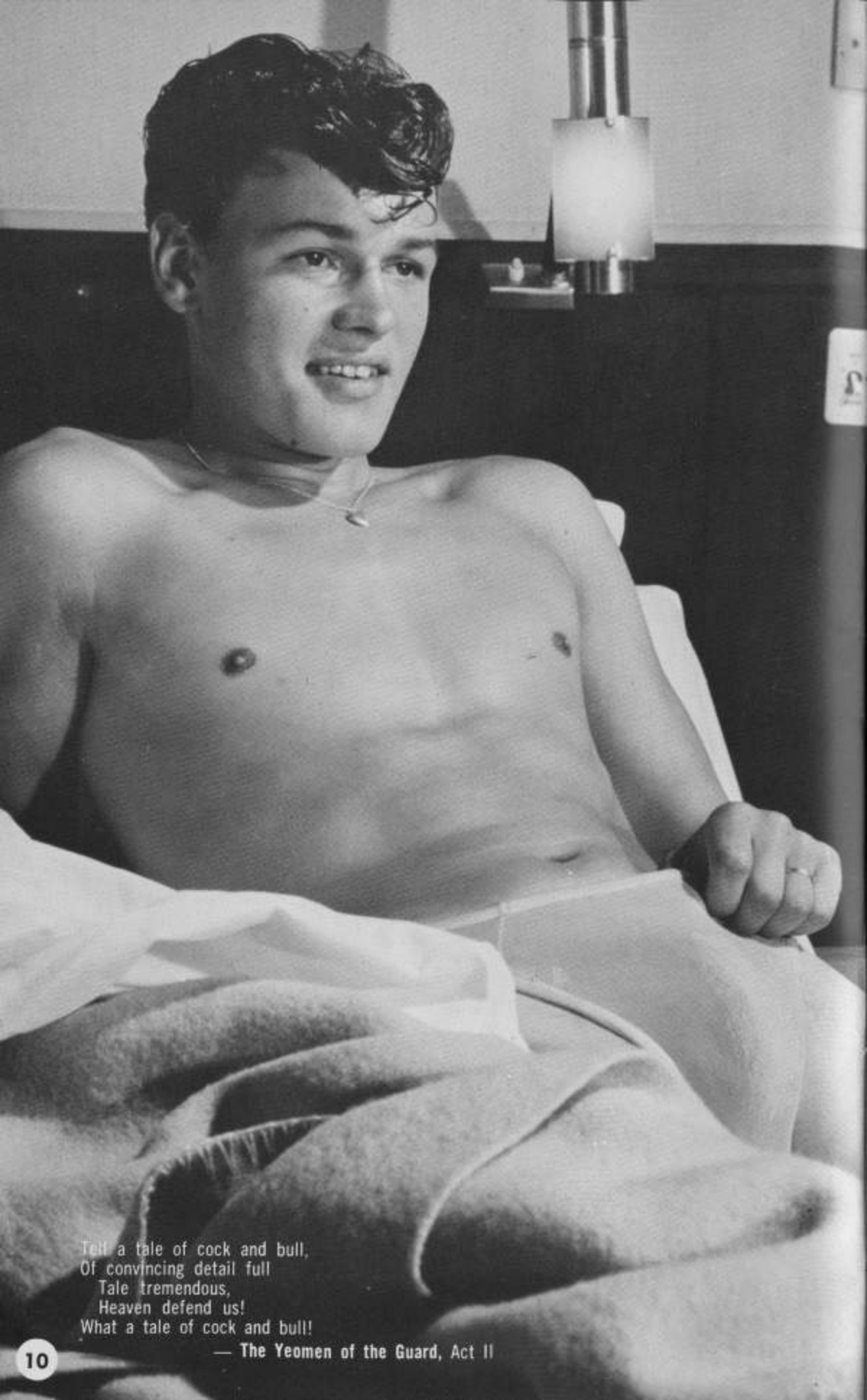


If he's made the best use of his time,
His twig he'll so carefully lime
That every bird
Will come down at his word,
Whatever its plumage or clime.
— **The Yeoman of the Guard**, Act II

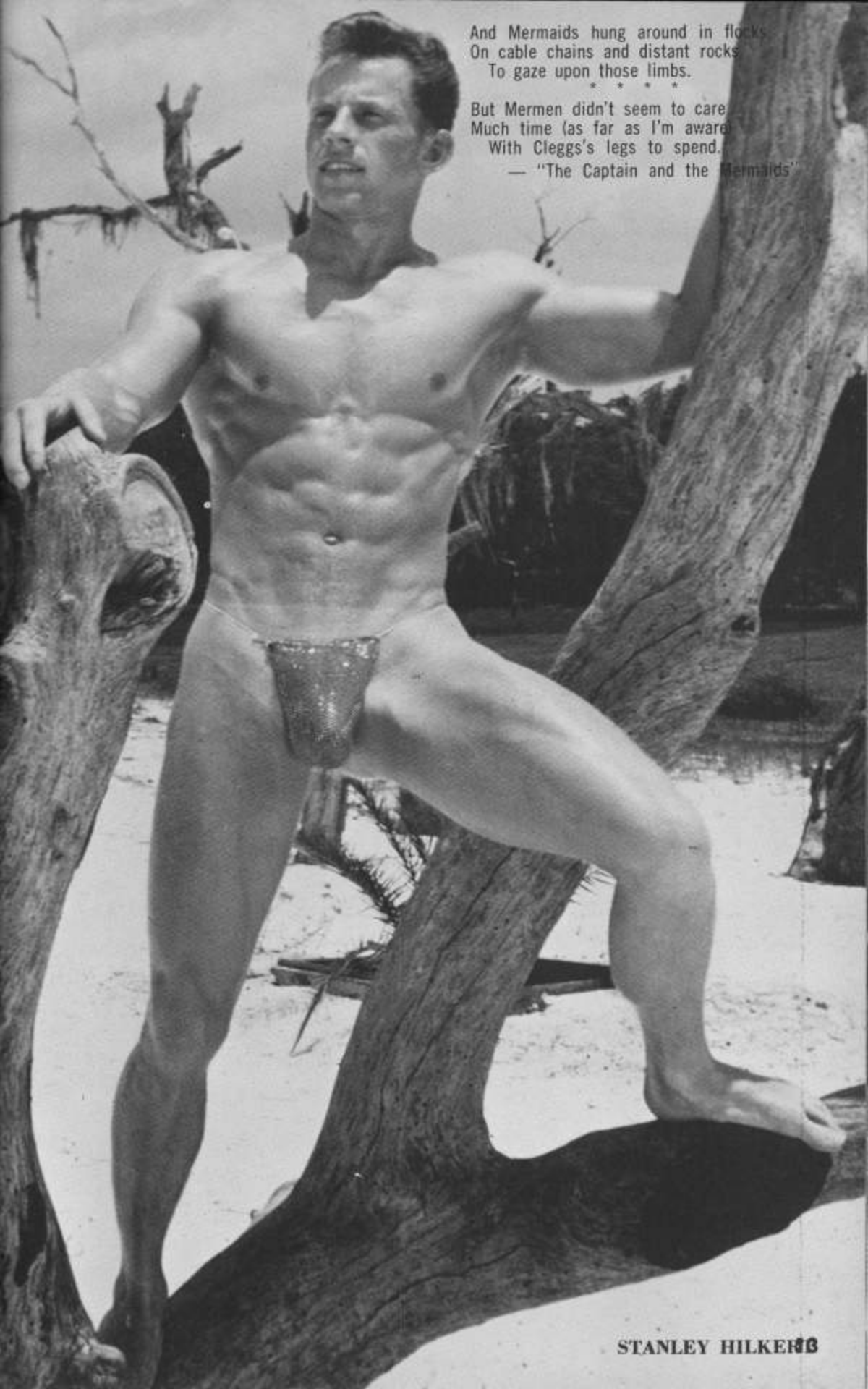
PATRIK BERGLUND
Jr. Mr. Sweden



Tell a tale of cock and bull,
Of convincing detail full
Tale tremendous,
Heaven defend us!
What a tale of cock and bull!

— **The Yeomen of the Guard,** Act II

Is this (oh, treat of treats!)
The bedroom that you sleep in?
* * * *
And these the very sheets
Which every night you creep in?
* * * *
And in this bath you tub,
Ere out of doors you sally?
— "Prince II Baleine"
KJELD HELM



And Mermaids hung around in flocks
On cable chains and distant rocks
To gaze upon those limbs.

* * * *

But Mermen didn't seem to care
Much time (as far as I'm aware)
With Cleggs's legs to spend.

— "The Captain and the Mermaids"

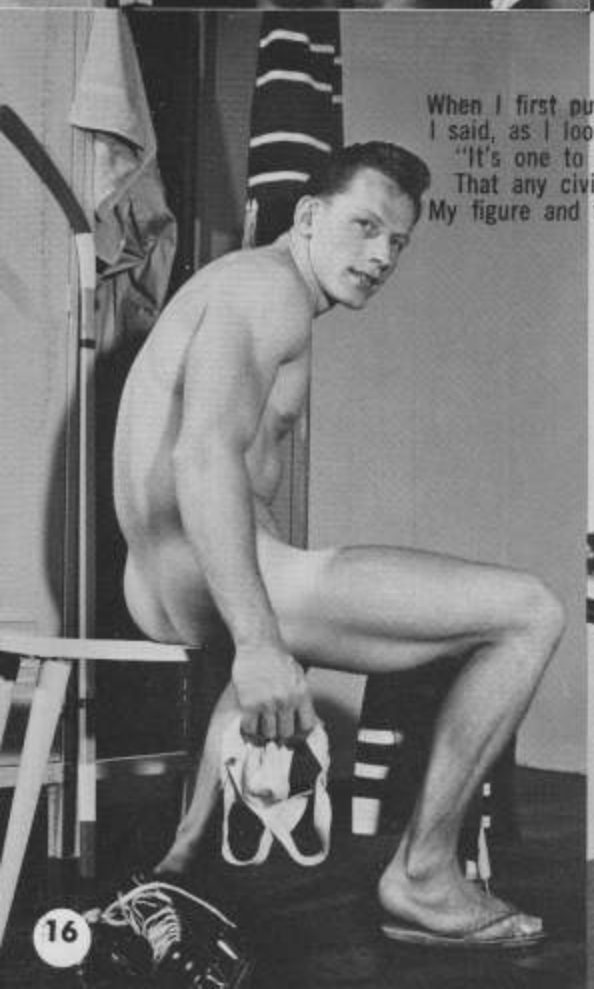
STANLEY HILKEN

Go, ye heroes, go to glory,
Though you die in combat gory,
Ye shall live in song and story.
Go to immortality!

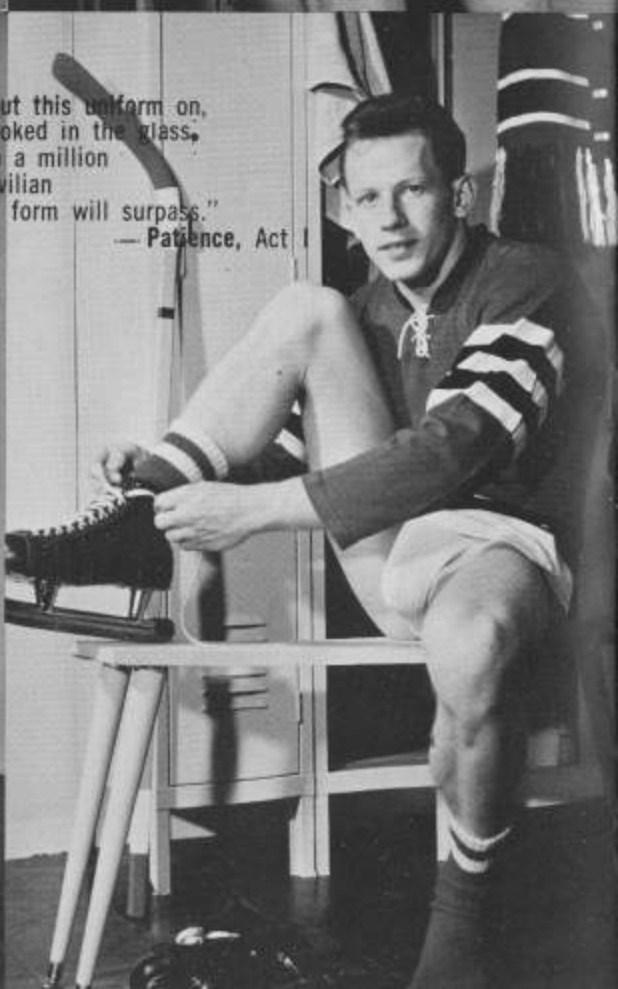
— **The Pirates of Penzance,** Act II

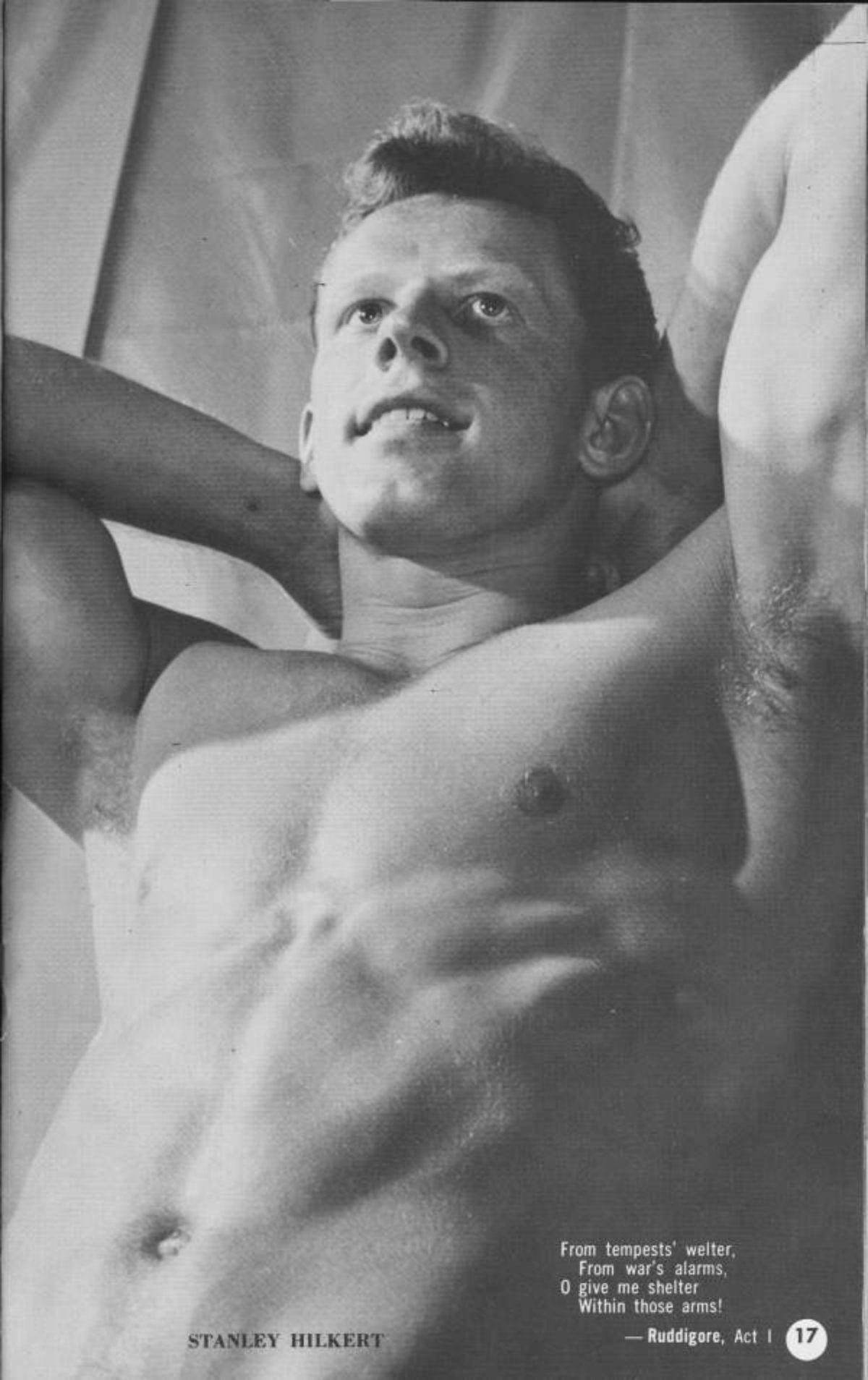
Mighty old Mars, the God of War,
I'm destined for — I'm destined for —
A terribly famous conqueror,
With sword upon his thigh.
— Thespis, Act I

STANLEY HILKERT



When I first put this uniform on,
I said, as I looked in the glass,
"It's one to a million
That any civilian
My figure and form will surpass."
— **Patience**, Act I

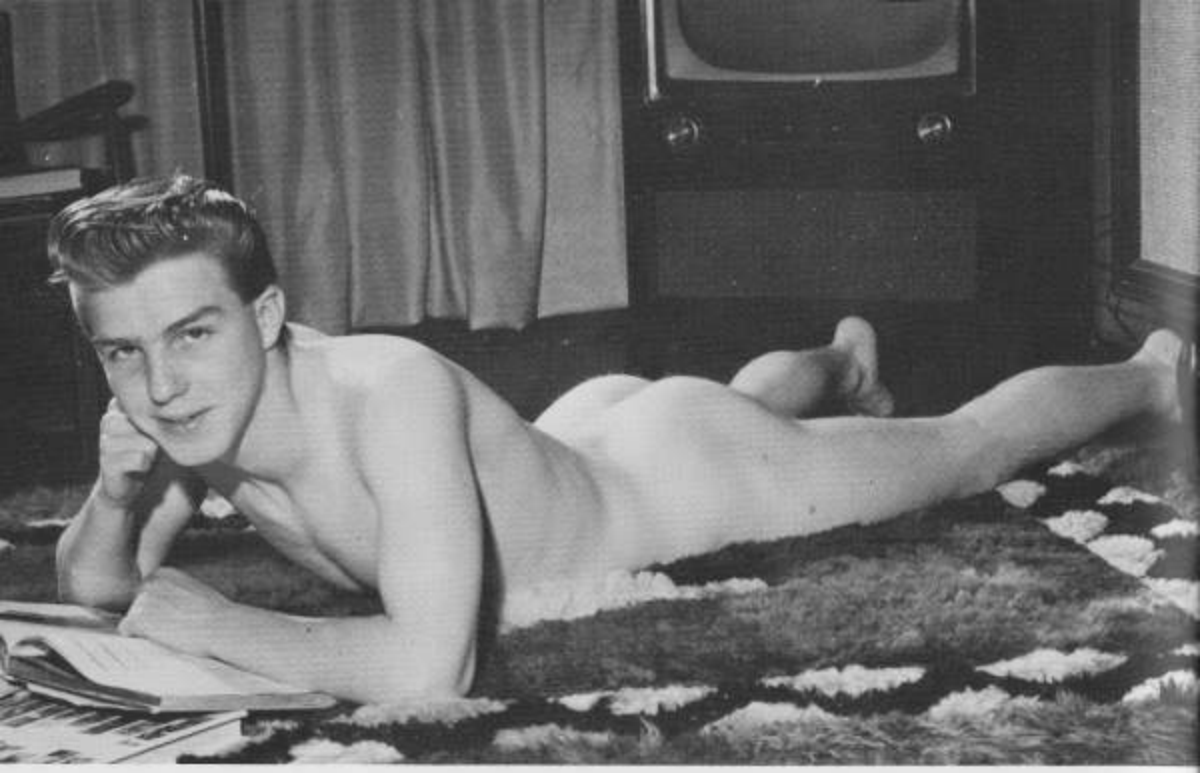




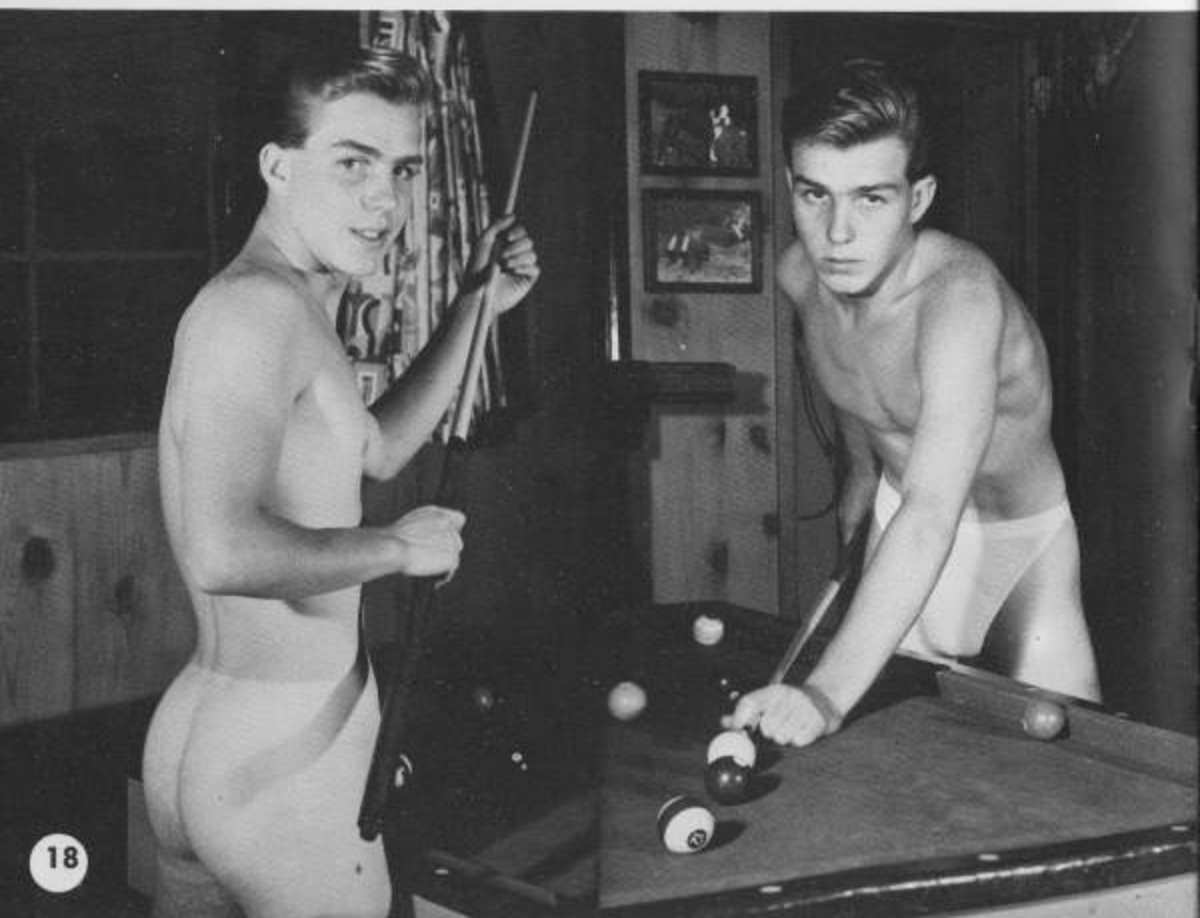
From tempests' welter,
From war's alarms,
O give me shelter
Within those arms!

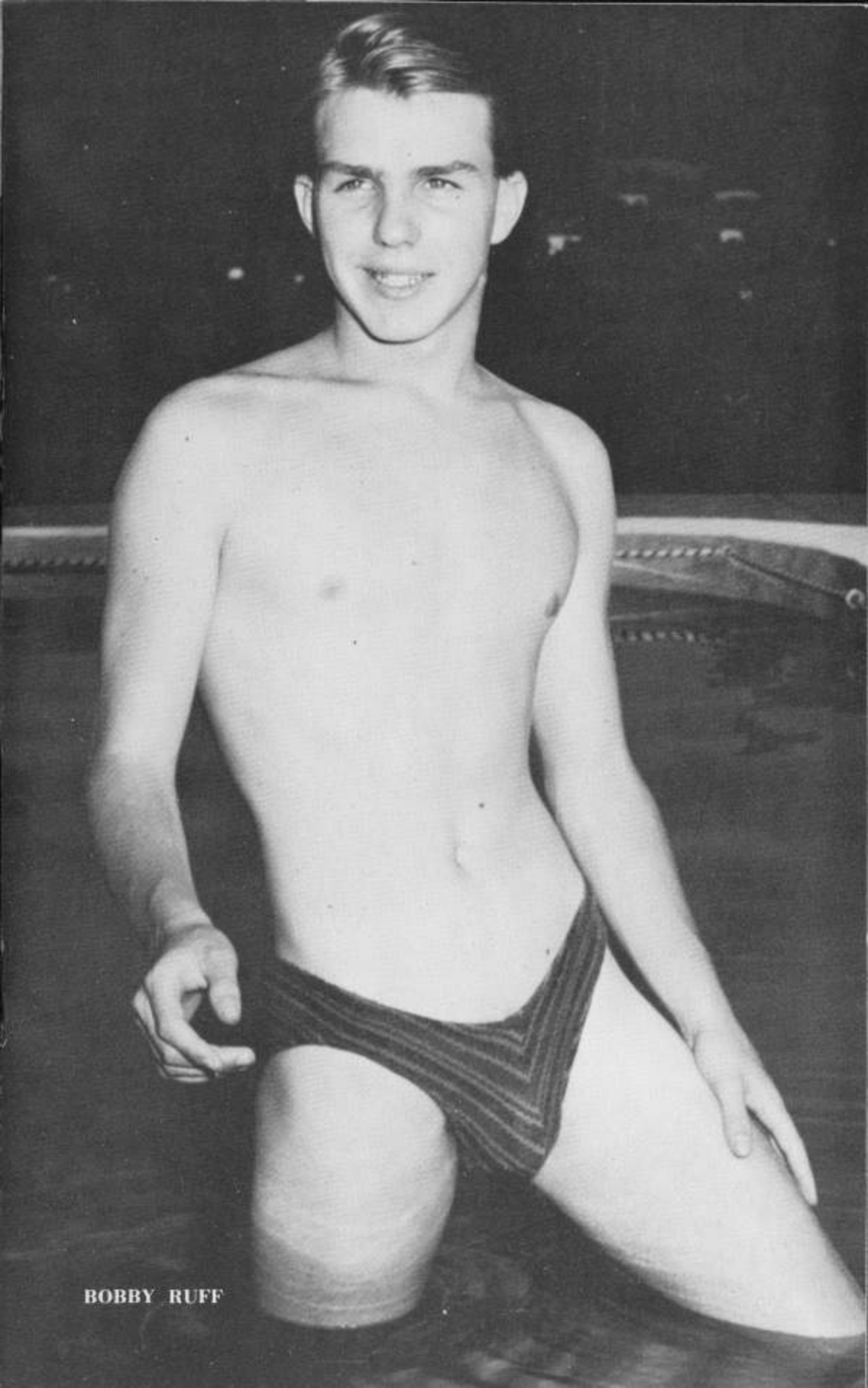
— **Ruddigore**, Act I

STANLEY HILKERT



He must learn that the thrill of a touch
May mean little, or nothing, or much:
  It's an instrument rare,
  To be handled with care,
And ought to be treated as such.
— **The Yeomen of the Guard,** Act II





BOBBY RUFF

THE BIG VIEW

PATRIK BERGLUND
Jr. Mr. Sweden

I sing a legend of the sea,
So hard-a-port upon your lee!
A ship on starboard tack!
She's bound upon a private cruise—
(This is the kind of spice I use
To give a salt-sea smack).
— "The Captain and the Mermaids"

HELMUT REIDMEIER
Jr. Mr. Germany

Hail the valiant fellow who
Did this deed of derring-do!
Honours wait on such an one.
— The Yeoman of the Guard, Act II

Temptation, oh, temptation,
Were we, I pray, intended
To shun, whate'er our station,
Your fascinations splendid;
Or fall, whene'er we view you,
Head over heels into you?
— **The Yeomen of the Guard,** Act I

A wandering minstrel I —
A thing of shreds and patches,
Of ballads, songs and snatches,
And dreamy lullaby!

— The Mikado, Act I

CHRIS YUNKER

WARREN NEWMAN
Ta[illegible] pair of sparkling eyes . . .
Ta[illegible] figure trimly planned . . .
Ah, take all these, you lucky man —
Ta[illegible]and keep them, if you can!
— The Gondoliers, Act II

JUPITER: "Now as a judge of what the public likes, are you impressed with my appearance as the father of the gods?"
— **Thespis,** Act I

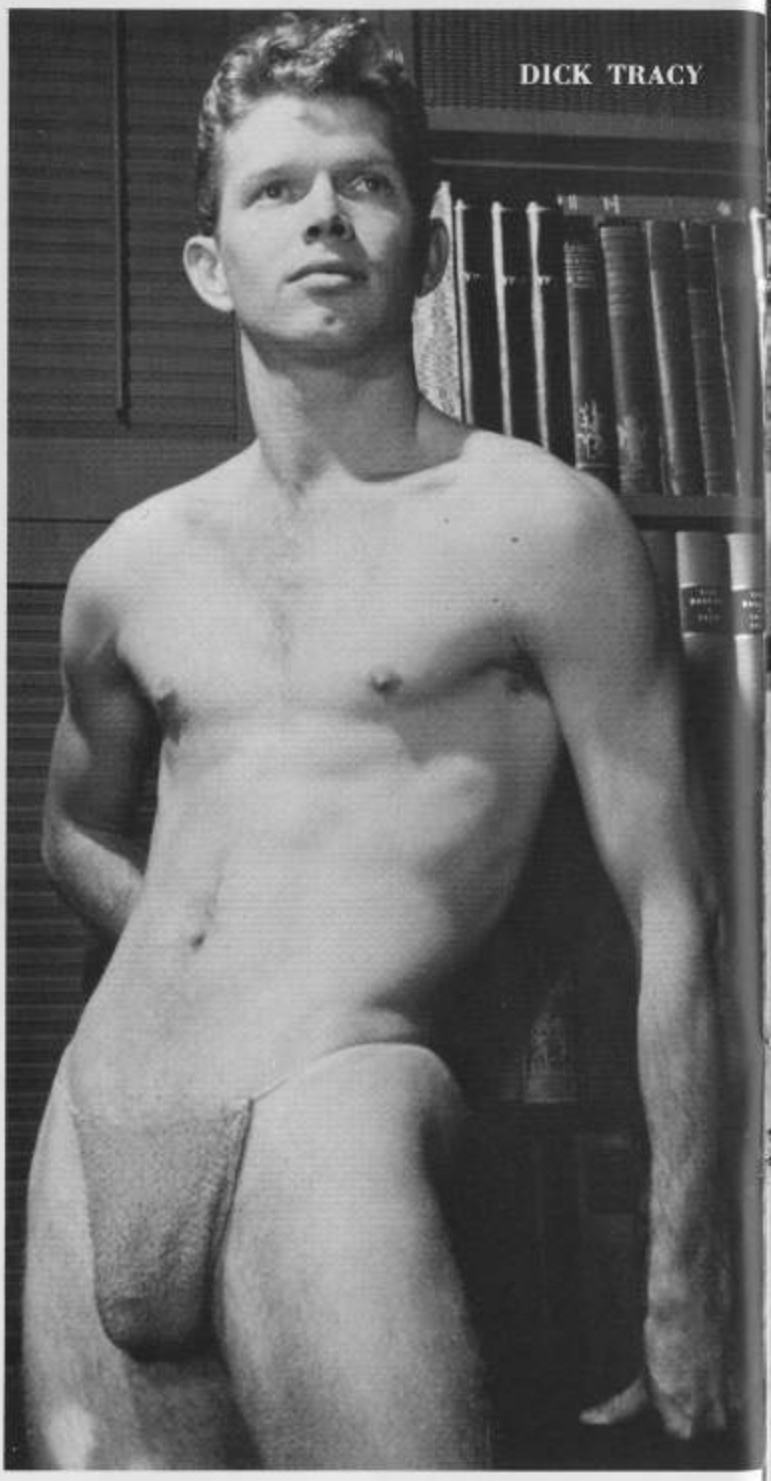
KEN FRENCH

I, as the modest moon
with crescent bow,
Have always shown a light
to nightly scandal,
I must say I should like
to go below,
And find out if the game
is worth the candle!
— Thespis, Act I

JIM CURTIS

CHAMPION

PREVIEWS



Love feeds on many kinds of food, I know,
Some love for rank, and some for duty:
Some give their hearts away for empty show,
And others love for youth and beauty.
— **The Sorcerer,** Act I

Every journey has an end —
When at the worst affairs will mend —
Dark the dawn when day is nigh —
Hustle your horse and don't say die!
— **Iolanthe**, Act II

DUANE NOLAN

THEM

PREVIEWS

But who is this, whose god-like grace
Proclaims he comes of noble race?
— **Patience,** Act I

BO NILSSON

For you are such a smart little craft —
Such a neat little, sweet little craft,
Such a bright little,
Tight little,
Slight little,
Light little,
Trim little, slim little craft!
— **Ruddigore**, Act II

Treasure House of European Models

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HELMUT

For $2.00 you will receive the two current catalogs, as well as all future catalogs free, together with a free sample color print or slide. Your $2.00 will also be used as a credit on orders of $10.00 or more.

From the Selector Catalogs you may order a wide variety of artistically provocative photographs, with your choice of prints or slides, all in radiant color.

With an order of ZIZANIE cologne, you may receive a discount on your THEM picture purchase. *(See Page 33)*

(This ad is directed to adults only.)

THEM, Post Office Box 52, 217 West 18th Street, New York, N. Y., 10011

Rush my Selector Catalogs for only $2.00, along with a sample *(Check only ONE)* ☐ Color Print or ☐ Color Slide of:

- ☐ HELMUT REIDMEIER
- ☐ WILLIE KOCH
- ☐ PATRIK BERGLUND
- ☐ KJELD HELM

(Check one; if you desire more, enclose $1. for each additional sample. Add 25¢ for Air Mail.)

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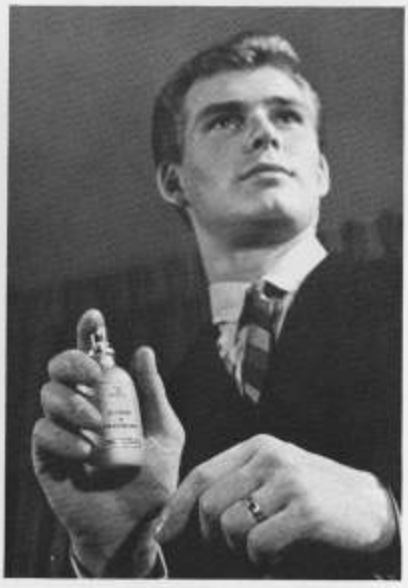

Imported from the Côte d'Azur, this French fragrance has an irresistible allure.

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Available in either aerosol or sprinkler containers, ZIZANIE comes in 2, 4 & 8 ounce sizes.

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THEM, Post Office Box 52, 217 West 18th Street, New York, N. Y., 10011

Size	Description	PRICE: Includes 10% Federal Tax	DISCOUNT: Apply against T H E M picture order.	Quantity
2 oz. ..	Aerosol	$ 4.95	$ 1.00	☐
4 oz. ..	Sprinkler	$ 8.25	$ 2.00	☐
4 oz. ..	Aerosol	$ 8.25	$ 2.00	☐
8 oz. ..	Sprinkler	$13.20	$ 4.00	☐
8 oz. ..	Aerosol	$13.20	$ 4.00	☐

Enclosed find a total $_____ as ordered above. Make check or money order payable to THEM. Please apply appropriate discount to my THEM picture order.

Name_____
(Please Print)

Street_____

City_____ State_____ Zip Code_____

We're Flexing Our Muscles in a BIG Way

over reader response to BIG, typified by the reaction of a New Jersey subscriber who writes:

> *"Usually, in a physique magazine there are one or two models that are outstanding, but I can honestly say that I think BIG is, by far and away, the most exciting pictorial that I have ever seen."*
>
> --C. McK.

Pictorial excitement is what we try to generate, and judging from our high-voltage mail, we have sparked a dynamo.

By subscribing today you may save $1.00 from the annual subscription rate of $6.00. Now, for only $5.00, you will receive 12 issues of BIG mailed in plain wrapper.

BIG MAGAZINE, P.O.Box 3255, Grand Central Station, New York, N.Y.

Please enter my subscription to **BIG**. Enclosed is $5.00 for the next 12 issues, to be mailed every other month in plain, sealed wrapper. *(Foreign readers, except those living in Canada or Mexico, please add $2 to the above rate.)*

If you wish Airmail service, include an additional $1.00: otherwise, **BIG** issues will be sent by Third Class mail.

Enclosed, also find $_____ for _____ copies of the **BIG** SUMMER ANNUAL (Vol.4, 1964), priced at $1.00 each.

Name_____
(Please Print)

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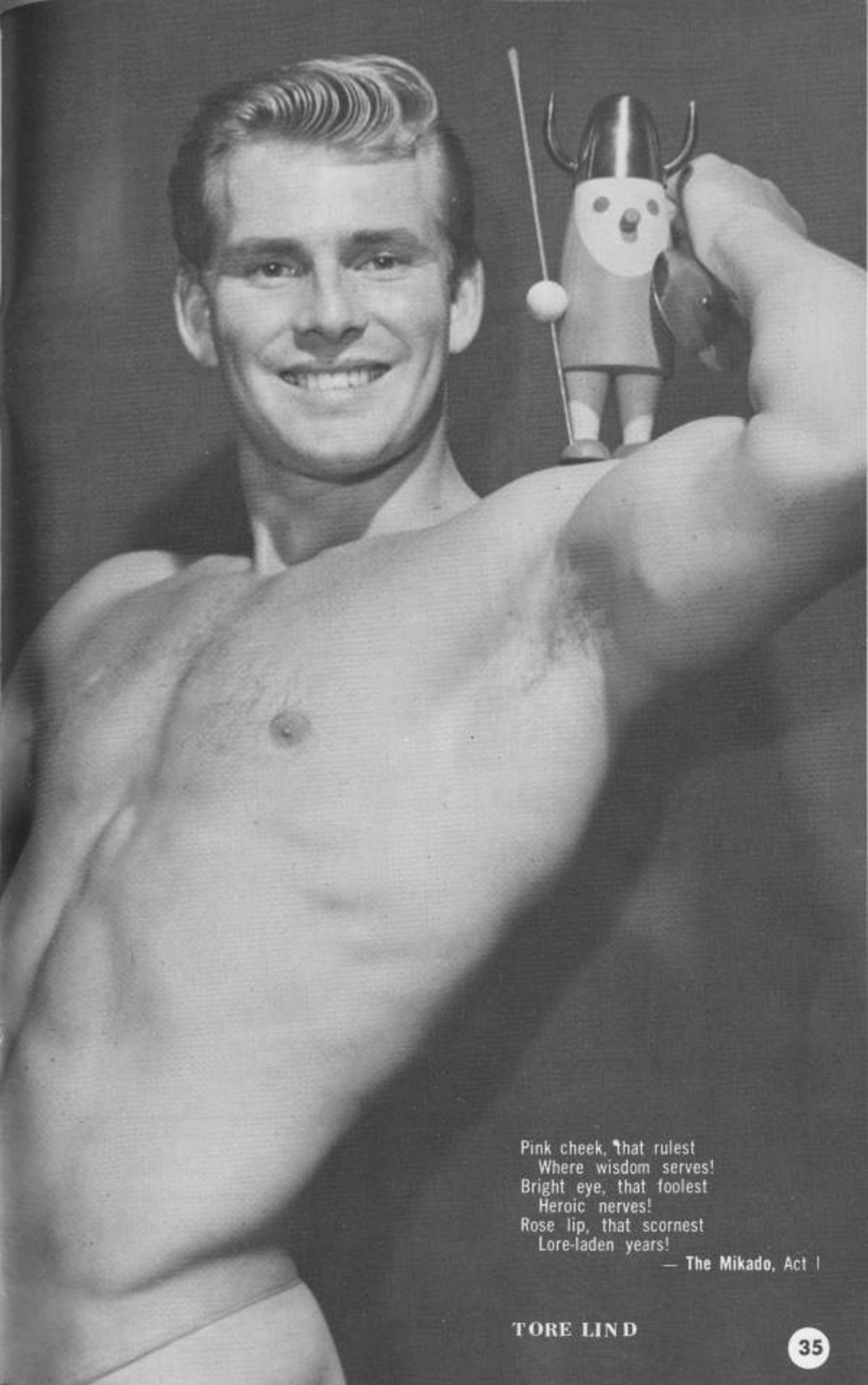

Pink cheek, that rulest
Where wisdom serves!
Bright eye, that foolest
Heroic nerves!
Rose lip, that scornest
Lore-laden years!

— **The Mikado,** Act I

TORE LIND

NOW! – A NEW EXPERIENCE IN PHYSIQUE MAGAZINES!

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Here is a physique magazine that is really different! You've never seen anything like it! It is a work of physique photography art that will not be matched for a long time to come!

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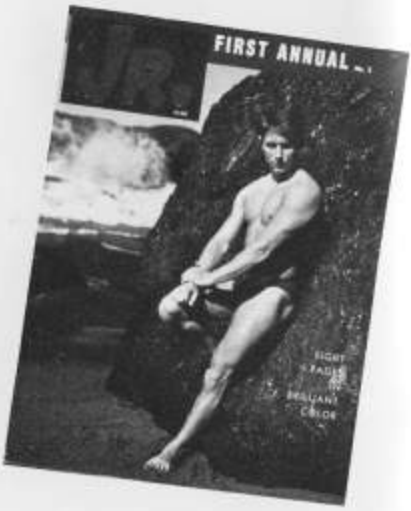

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Address.....

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TOMORROW'S MAN
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2 years of TM at **$6.50** (foreign: $8.50)

Name .....

Address .....

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POSING STRAP

Comes only in white . . . made of light, woven rayon . . . comfortable . . . easy to wash. Perfect for posing and better physique photography. $1.50 each

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IN 4 GREAT COLORS

Styled on the Riviera for complete, unhampered sun-bathing. Excellent for posing and physique photos. Made of heavy nylon batiste. In vivid colors . . . RED, ICE BLUE, BLACK and plain WHITE . . . $2 each

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Name .....

Address .....

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(No C.O.D.'s Please)

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-- R.W., North Carolina

"It is fantastic how you get those orders out so promptly."
-- H.C., New York

"This is the first time in my life to find a company that is honest and on the ball."
-- A.R., Alabama

"Your studio is one of my favorites, and I will remain one of your most loyal customers." *-- B.B., California*

The bricks of CHAMPION's house are made of happy customers. Continuing to round up the best in models, CHAMPION announces catalogs on two handsome newcomers - STANLEY HILKERT and BOBBY RUFF.

STAN HILKERT

BOBBY RUFF

For only $2.00 you receive the General Selector Catalog, which lists all color prints and slides currently available. CHAMPION also offers these special services:

1. A FREE sample color print or slide with your order of the General Selector Catalog.
2. A FREE 3½ x 5 color portrait of your favorite model with orders over $10
3. A credit of $2 on orders of $10 or more

(This ad is directed to adults only.)

CHAMPION, P.O. BOX 39, 217 WEST 18th STREET, NEW YORK CITY 11, N. Y.

Rush my General Selector Catalog for only $2.00, with a sample

☐ Color Print or ☐ Color Slide of _____
(Check only one) *(Name of favorite model.)*

NAME _____
(please print)

ADDRESS _____

CITY _____ ZONE ____ STATE _____

We are warriors three,
Sons of Gama, Rex,
Like most sons are we,
Masculine in sex.
—Princess Ida, Act I

THE HILKERT BROTHERS

STANLEY, STEVIE, CHET